

Message from the EMSIP Chief

You Are Champions

“Champions aren’t made in gyms. Champions are from something they have deep inside them—a desire, a dream, a vision. They have to have the skill and the will. But the will must be stronger than the skill.” I like that quote because it reflects the EMS champions who have embraced injury prevention activities into their everyday lives at home, at play and at work.

I am tired of reading the paper or watching TV and hearing about more road kill on Hawai`i’s highways and byways. The following information is provided so that when you are invited to provide educational presentations about EMS, please include injury prevention in your discussions. The



information can be used to alter peoples attitudes and risky behaviors. You are role models to whom I believe Hawai`i’s Ohana will listen.

Motor vehicle related injuries continue to be the leading cause of death for Hawai`i’s youth (0-19), accounting for 41% of all injury fatalities. Drowning (13%) is the second leading cause of unintentional injury death among this age group. Individuals aged 65 years and

older, falls are the leading cause (33%) of injury deaths. Violent injuries (homicide and suicide) constitute 31% of injuries for victims of all ages. Alcohol is reported to be the most frequently reported drug used among students in the middle and high schools and is a leading cause of motor vehicle crashes. Pedestrians hit by a car is the second leading cause of ambulance transports for children age 5-14.

Never hesitate to contact the Injury Prevention and Control program at 586-5940 or Lois Sugai, State EMS Injury Prevention Coordinator, at 587-5667 for information and data on injuries in your county or area. As we head into the upcoming holiday season, please, let’s especially do our part to prevent injuries and deaths in our island communities. Take care and be safe.

Aloha my friends,

Donna Maiava, Chief
Emergency Medical Services and Injury Prevention



EMSC Hawaii Staff

Welcome Dr. Young

Although new to the injury prevention field, EMSC Pediatric Medical Director Dr. Lynette Young is a familiar face to EMS. A staff physician at Kapiolani Medical Center for Women and Children, she already enjoys a rapport with EMS providers and has dedicated her life to helping children and advocating for their safety. Board certified in Pediatrics and Pediatric Emergency Medicine, Dr. Young is a natural fit with EMS Injury Prevention. She is looking forward to filling the shoes of Dr. Linda Rosen, who accepted a Deputy Directorship with the Department of Health. As the new State EMSC Pediatric Medical Director, Dr. Young is responsible for developing EMS pediatric protocols, quality improvement in pediatric pre-hospital medical care, and hospital pediatric emergency preparedness.

Welcome, Dr. Young!



Keiki, Teens & Crashes

Teens involved in motor vehicle crashes (MVCs) represent half of all deaths in the 0 to 19 age group.

1 out of 4 deaths of children in MVCs involved an alcohol or drug-impaired driver.

In more than 1 out of 3 deaths to children in MVCs, speeding is involved.

Data compiled by the Injury Prevention and Control Program, Department of Health, for the Keiki Injury Prevention Action Plan 2002, “Protecting Our Children: Strategies for Injury Prevention”

Safe Sleep Hawai'i

The death scenes are all too familiar. A 3-month-old female, placed to sleep facedown on a comforter; another infant placed to sleep with his parents in their adult bed; and yet another 6-month-old male, placed in his play yard filled with twelve inches of foam padding for a nap. It is difficult to explain the lingering pain and suffering a family goes through when their infant dies unexpectedly from a preventable death due to unsafe sleep practices.

In June, 2002, Dana Fong, whose family experienced and continues to experience the loss of their granddaughter, brought his concerns to the Keiki Injury Prevention Coalition/SAFE KIDS Hawai'i (KIPC). His willingness to share his personal tragedy so that other infant deaths could be prevented was the catalyst that led to renewed state and community efforts. Since last year, Safe Sleep Hawai'i Committee has been meeting to develop a plan of action and has participated in several public education and training activities.

Background

With the recommendation that infants sleep on their backs and the "Back to Sleep" public awareness campaign launched nationally in 1992, the number of infants deaths dropped dramatically. Since then the deaths in Hawai'i have stabilized at about 10-14 infants yearly. The committee's assumption is that the public's awareness of back to sleep has decreased, and that other factors are present that make the sleep environment unsafe.

Sleeping in the prone or "tummy" position is a significant risk factor, among others, of a multifaceted problem that has been linked to the increase in the incidence of healthy infants dying unexpectedly. Continuing studies have uncovered other sleep practices that present risks. These include:

1. Mother's smoking
2. Sleeping with soft bedding, such as comforters, pillows, plush toys
3. Overheating
4. Co-sleeping as it pertains to overlay (e.g., parent or sibling rolling onto infant)

Safe Sleep Hawai'i Plan of Action

The committee's objectives are to:

1. increase public awareness of safe sleeping practices for infants
2. provide training to child care and health care and other providers who work with families with infants and young children
3. affect policy changes in organizations serving families

The audience targeted are parents, caregivers, both licensed and unlicensed (especially relatives), professional health care workers, and organizations that work with families.

It is vital that we get the message out to the public without delay. It is imperative that Hawai'i's people be informed about the importance of safely putting an infant to sleep to prevent other unnecessary deaths from occurring.

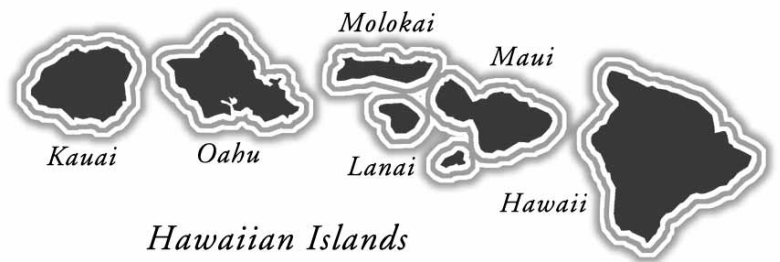
For more information or if you are interested in supporting the efforts of Safe Sleep Hawai'i, call the Department of Health's Maternal and Child Health Branch at 733-4056 or the Keiki Injury Prevention Coalition/SAFE KIDS Hawai'i at 586-5940.

Contributed by David Cheng, Consumer Product Safety Commission, Honolulu Investigator, and Therese Argoud, Childhood Injury Prevention Coordinator, the Department of Health Injury Prevention and Control Program.



Place babies
on their backs when
sleeping. Sleeping in
the prone or "tummy"
position is a
**SIGNIFICANT
RISK FACTOR**
for infants.

Answering the Call News from Around the Islands...



Maui, Molokai & Lanai

Curt Morimoto, AMR-Maui Manager, reports that EMT **Wayne Segundo** became a NHTSA certified child passenger safety (CPS) technician during a recent four-day class. Other class members included officers from the Maui Police Department and the latest group of firefighting recruits. Several car seat checkups are planned for the remainder of the year.

Kauai

In addition to the "Shattered Dreams" project, **AMR-Kauai Manager Zach Octavio's** injury prevention team has been busy conducting police assisted roadside car seat checks, with 100 seats being checked on the west side. A four-day NHTSA certified CPS class was conducted in September for members of the Kauai Police Department. Zach hopes to schedule a class for the Kauai Fire Department in the near future.

Hawaii

Scotty Paiva, Hawaii County Fire Department's EMS Division Battalion Chief, reports EMS Fire crews participated in the American Cancer Society's Relay for Life, at several health and safety fairs around the island, and provided standby BLS services at the Paneawa Zoo Fun Walk for Seniors during a very busy summer.

Oahu

Congratulations go out once again to **Jimmy Barros**, the **City & County of Honolulu's Ocean Safety Injury Prevention Coordinator** and Hawaii's Outstanding Public Safety EMS First Responder for 2003, for recognition by the Journal of Emergency Medical Services (JEMS) of his tireless injury prevention efforts. Featured in the September 2003 article about "Best Practices in Injury Prevention", the Nicholas Rosecrans Award finalist recounts how the Ocean Safety Division has adopted a dynamic approach to injury prevention. Because of this approach, the majority of saves at Hawaii beaches are due to preventive measures. Furthermore, Jimmy's focus on improving lifesaving and prevention protocols has resulted in a unique and effective working relationship and increased collaboration between EMS and Ocean Safety. For the whole

story, secure your copy of JEMS, September 2003. Kudos go out to **Ocean Safety Administrator Ralph Goto** for fostering a working atmosphere that promotes injury prevention initiatives. Great job, Ocean Safety, for effectively preventing injuries and saving lives!

Doing his part for the **City & County of Honolulu's EMS Division, MICT Bobby Pedro** continues to be active in education initiatives in our island communities. Besides his annual visits to various schools around Honolulu, for three successive years Bobby has participated at "Healthy and Hapai Day", sponsored by the Healthy Mothers/Healthy Babies Coalition. As a paramedic, he brings an unparalleled perspective to the importance of preventive prenatal care and demonstrates time and time again his willingness to improve the health and safety of the people of Hawaii.

Getting more and more involved in injury prevention efforts and in getting the word out about EMS are the **City & County of Honolulu's EMS Division's Kelly Yamamoto** and **Jane Greenwood**. Dedicated members of the **Honolulu Paramedic Association**, they rallied volunteers to participate at Children and Youth Day at the state capitol. Keiki maneuvered their way through an injury prevention-themed maze that featured messages about helmet usage, water safety, and calling 9-1-1. Braving the hot sun were **Greenwood, Yamamoto, Jenna Altomare, Ian Santee, Jimmy Barros, Tony Rossi, Yvette Kubota, Colleen Tanaka, Vince Conte, Ka'ohu Seto, Doreen Kitagawa, Jill and Hoku Takayama, Melinda and Mandy Shiraki, Sue Archer, Patty Dukes, Gerlynn Silva, Jason Lopez, Mark Mochida, Nicole Navor**, and from EMS Administration, **Nancy Leslie, Samantha Tanuvasa, Chris Ano, and Lisa Nakao**. The day was capped with a rousing rendition of the CPR Hula. Thanks go out to **Greenwood, Altomare, Sonya Austin, Shawna Delo Santos, Russell Gaza, Sarah Heath, Justin Leong, Wes Lum, David Mower, Dean Nakano, Sue Rauch, Willy Suarez, Don Takara, Ron Yamada**, and City Mill for their very generous donations towards supplies and prizes.



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The day started out like any other at Kapaa High School. Pre-selected students, called the Living Dead, checked in and then reported to class. But at 8 am, the school's PA system played the first of many heart beats that signaled the arrival of the Grim Reaper, who tapped the shoulder of a Living Dead. Without a word, they both left the room. Shortly after, a police officer entered with a death announcement, followed by the school counselor who read aloud the obituary to the class. This continued throughout the day, a reminder that every 15 minutes, someone dies in an alcohol related car crash. Shattered dreams.

Preventing "Shattered Dreams"

Outside, a mock collision was staged—a drunk driver is responsible for a two-car crash that caused several students to fight for their lives. AMR-Kauai and KFD struggled to rescue and save them. At the hospital, doctors and nurses did all they could but still, lives were lost. Shattered dreams.

Shattered Dreams, a comprehensive reality-based portrayal directed at high schoolers and their parents/caregivers, is the first of its kind in Hawaii to address the impact of drinking and driving. Armed with local data that Kauai has experienced many alcohol related crashes involving high school students during graduation each year, Moana Ta'a, Kauai KIPC Coordinator, got busy. Aligning herself with AMR-Kauai, already a strong proponent of injury prevention, and KPD, KFD, Wilcox Hospital, Kauai Mortuary, Kauai Towing, and Kauai Rural Health, Shattered Dreams

made its debut this past May.

Asked why he and other emergency personnel got involved in such a tremendous undertaking, Zach Octavio, AMR-Kauai Manager replied, "as EMS providers, it is important for us to embrace the concept of prevention. If this program prevents just one life lost, it is well worth the effort." Octavio speaks from experience—his son was involved in an alcohol related crash. Because his son was wearing his seat belt, he was able to prevent serious injury. "Parents of the Living Dead recounted how they felt scared and helpless even though they knew this was a reenactment," recalls Octavio, "and having lived the experience,

I truly see the value of the Shattered Dreams program."

The program, with goals of preventing injuries and deaths by discouraging teens from drinking and driving and encouraging discussion of alcohol related issues between children and their parents/caregivers, hopes to expand its reach to other high schools in the state in the coming year. It's a monumental endeavor that requires the participation of representatives from all emergency and post-emergency response systems. Let's answer the call to increase awareness of the seriousness of drinking and driving and get involved in preventing injuries and deaths among our island teens when Shattered Dreams comes to our communities.

Kauai's Shattered Dreams project reenacts a gruesome alcohol-related crash.

Bottom left insert: Shattered Dreams coordinator Moana Ta'a, left, and AMR-Kauai Manager Zach Octavio.

